

**Request for Qualifications
Belmont Village Specific Plan & EIR
City of Belmont, CA**



Issued: January 9, 2015
Submittal Due: January 30, 2015 by 5:00 p.m.

Introduction

The City of Belmont (City) invites qualified consulting firms to submit Statements of Qualifications (SOQs) for the Belmont Village Specific Plan and Environmental Impact Report (EIR) pursuant to the C/CAG Priority Development Area (PDA) Planning Program Grant awarded to the City by the C/CAG Board in May 2014. SOQs should consist of a prime consultant and any sub-consultants as deemed appropriate by the submitting prime firm.

The Belmont Village Specific Plan (Village Plan) is of critical importance to the City, and will require substantial commitment and focus by the selected team and City staff, as well as investment of time by the community.

Responses must conform to the requirements of this Request for Qualifications (RFQ). The City reserves the right to reject any SOQ that does not comply with this RFQ.

All SOQs for the Village Plan shall be received at City Hall no later than 5:00 p.m. on January 30, 2015.

Belmont Village Specific Plan

1. Project Description:

The Belmont Village Specific Plan Area includes the entire Belmont Village Priority Development Area (PDA), which consists of approximately 80 acres surrounding the Caltrain Station at the intersection of El Camino Real and Ralston Avenue. It is also within the boundaries of the C/CAG El Camino Real Corridor PDA. The Plan Area is generally bounded by Wessex Way, Hiller Street and the City limits on the east, and Sixth Avenue from Broadway to Hill Street and Middle Road on the west.

The City has determined that a Specific Plan as defined by State of California statute (§65450 et seq.) is the best tool to systematically implement the to-be-updated 2035 General Plan as it applies to the Village Plan area of Belmont. The deliverables for the project must be consistent with - and include the intended content of the City's approved C/CAG Priority Development Area Planning Program grant (See Attachment A).

2. Scope of Work:

The City desires the production, delivery, and adoption of a complete Village Plan document including the following major sections:

- a. Context / Vision
- b. Land Use (including a robust analysis of alternatives leading to a preferred alternative)
- c. Circulation / Access
- d. Urban Design & Development Standards
- e. Utilities & Public Services

- f. Community Facilities
- g. Affordable Housing Strategy
- h. Environment / Health / Safety
- i. Implementation (with added data and tools for economic development, financing, and entitlements approvals)

A full EIR is to be produced, delivered and adopted as a part of the project scope of work.

3. Schedule of Work:

The City intends to manage the project in close coordination with the current General Plan Update schedule. Key anticipated Village Plan milestones are as follows.

- April 2015 – Notice To Proceed
- July 2015 – Complete project goals, alternatives analysis, and initial community engagement
- Oct. 2015 – Draft Village Plan completed
- April 2016 – EIR and refined Village Plan ready for adoption

4. DBE Requirements:

Federal transportation funds through the Caltrans Local Assistance Program (LAP) will be used on this project. LAP requires the project to comply with the federal Disadvantaged Business Enterprise program as a condition of funding. Responses to SOQ content section no. 2.f (below) should indicate general understanding of LAP requirements and ability to comply with LAP DBE program requirements. (Refer to Attachment B for example of required submittal, applicable at the subsequent proposal stage of the consultant services procurement process)

Required SOQ Content

1. Cover Letter
2. Qualifications & Experience of the Prime Consulting Firm
 - a. Demonstrate experience with planning contracts between \$250,000 and \$750,000 in total fee.
 - b. Demonstrate an ability to meet contractual obligations while remaining consistent with stated client program, scope, schedule, budget and technical requirements.
 - c. Provide evidence of experience with comprehensive project management during all phases of the project, including ability to coordinate the work of internal staff and consultants, complete all planning phases according to schedule and budget, and produce technical reports and planning documents of superior quality.
 - d. Demonstrate a high level of competency and technical/legal understanding of the California Environmental Quality Act (CEQA), and its applied dynamics in the realm of land use and long-term planning.
 - e. Demonstrate an understanding and recognition of the need to work harmoniously with a diverse community.
 - f. Provide relevant experience managing a project with federal, state and local grant funding requirements and procedures, especially within the Caltrans Local Assistance and the MTC Priority Development Area programs.

3. Project List

- a. Provide a list of similar or related projects completed by the Prime Consultant firm and team-member sub-consultants, along with all relevant background information, including project timeframe and major milestones (maximum of three examples).
- b. For projects that were completed by a team of consultants, describe the specific roles and contributions of each team-member firm.
- c. Provide one recent work product that represents the most relevant example to this RFP.

4. Organizational Chart

- a. Outline a team structure that will best accomplish the City's interests.
- b. Identify specialists considered for key roles and indicate roles of all individuals by name, title, and firm.

5. Qualifications of Key Personnel

- a. Include names of key personnel, their respective titles, education, work experience, and periods of service with team firm(s).
- b. Identify the designated project manager and any team member who would interact with City staff or the public.
- c. If sub-consultants will perform work, identify team members and experience working with the firms.
- d. Indicate firm's understanding that key team members identified in the SOQ shall not change or be different than those that will be in the executed contract.

6. Qualifications of Project Manager

- a. Provide evidence of the project manager's experience and expertise in similar projects.
- b. Include a description of the project manager's level of responsibility and decision-making authority within the firm.

7. Availability

Provide a statement of the availability of key personnel of the firm(s) to undertake – and be assigned to – the project.

8. Resumes

- a. Provide resume for each key team member.
- b. Include all relevant experience with similar projects and indicate the duties performed for each project listed.
- c. Indicate the name of the firm where employed for each project listed.

9. References

List names, email addresses and telephone numbers of five to ten people whom the City may contact for references regarding past performance on similar projects of team firms, designated project manager, and key team members that may interact directly with City staff and/or community stakeholders.

10. Disclosure

- a. Provide full information as to whether each firm in the proposed team and/or any personnel to be considered as part of this RFP have previously performed work for a Belmont property owner or developer over the past ten years.
- b. Identify for whom such work was performed and the type and timeframe of the work performed.
- c. In addition, describe any work currently being performed for any jurisdiction or substantial property owner/developer within a three-mile radius of the corporate boundary of the City of Belmont.

11. Financial Management

Qualified prime consulting firms shall demonstrate that an adequate financial management and accounting system as required by 48 CFR Part 16.301-3, 49 CFR Part 18, and 48 CFR Part 31 will be utilized for the project: Provide a statement of intent to comply from the firm's lead financial officer.

Submittal Details

Please submit five (5) bound copies and one (1) CD-R/DVD no later than January 30, 2015 at 5:00 p.m. to:

Carlos de Melo
Community Development Director
City of Belmont
One Twin Pines Lane
Belmont, CA 94002

Selection Process / Schedule

In light of the City Council's policy directives to date and the progress made on the 2035 General Plan Update and 2015-2023 Housing Element, the City intends to move rapidly through a selection process, such that the City Council may consider approval of a professional services agreement for the Village Plan soon after the City receives final notice to proceed with the PDA Planning Program grant-funded project. Anticipated milestones (City reserves the right to amend schedule at any time following issuance of the RFQ):

- | | |
|----------------------|---|
| • Jan. 9, 2015 | RFQ issued |
| • Jan. 23 | Written Q&A period closes |
| • Jan. 30 | SOQs due by 5:00pm |
| • Feb. 13 | Submitting firms notified of short list results |
| • Feb. 19 | Interviews of short-listed firms completed |
| • Feb. 20 | City confirms final rankings, notifies firms of status |
| • By Mar. 27 | City & selected prime consultant complete contract negotiations |
| • Apr. 14 (Earliest) | City Council considers approval of professional svcs. agreement |
| • Apr. 20 (Earliest) | City issues Notice To Proceed to prime consultant |

A City selection committee will review the proposals received and select the top three to five most qualified firms to be interviewed, based on the following criteria:

Ranking Criteria	Weighting
Qualifications of prime consulting firm	25%
Experience with similar kinds of work	20%
Quality of prime and sub-consultants' key staff	15%
Capabilities of identified project manager	10%
Demonstrated technical ability, especially in CEQA	10%
Familiarity with state and federal funding procedures	10%
Financial responsibility	10%
Total	100%

Inquiries

If you have any questions during the preparation of your Statement of Qualifications, please contact Carlos de Melo, Community Development Director, City of Belmont at (650) 595-7440 or via email at cdemelo@belmont.gov. Questions and responses will be made available to all potential proposers via email through Jan. 23.

Attachments

- A. C/CAG Priority Development Area Planning Program Grant application
- B. Caltrans Local Assistance Program Manual, Exhibit 10-O1 - Consultant Proposal DBE Commitment

C/CAG Priority Development Area (PDA) Planning Program Application

Section 1: General Project Information

General Project Information

Sponsor Agency:	City of Belmont
Implementing Agency:	City of Belmont
Project Title:	Belmont Village Implementation Plan
Name of PDA:	Belmont Village; C/CAG El Camino Real Corridor
Funds Requested: Minimum \$250,000 Maximum \$500,000	Total Project Cost: \$550,000 Local Agency Match: \$110,000 (20%) Funds Requested: \$440,000

Project Manager

Name:	Jennifer Rose
Title:	Management Analyst
Agency:	Belmont, California
Phone Number:	(650) 595-7453
E-mail Address:	jrose@belmont.gov

Section 2: Project Description and Narrative

Project Location

Name of PDA:	Belmont Village Implementation Plan
Description of project area and boundaries: (also attach map showing relevant transportation and land use information)	<p>The proposed Belmont Village Implementation Plan Area (“Plan Area”) would include the entire Belmont Village PDA, which consists of approximately 80 acres surrounding the Caltrain Station at the intersection of El Camino Real and Ralston Avenue. The Plan Area is generally bounded by Wessex Way, Hiller Street and the City limits on the east, and Sixth Avenue from Broadway to Hill Street and Middle Road on the west.</p> <p>The Plan Area borders low-density residential neighborhoods to the north and south. There are several medium-density multi-family residential projects within the Plan Area, on the north side of Ralston Avenue. Generally, there are no housing units immediately in the downtown area. Belmont’s downtown consists primarily of several small shopping centers that were built in the post-World War II era. Reflecting the prevalence of</p>

Attachment A – RFQ – Belmont Village Specific Plan & EIR

the car as the primary mode of household transportation during the time when this area was developed, the design of these shopping centers is optimized for automobile access. Most stores do not face onto the street, but onto parking lots.

Attachment A: Map of proposed Implementation Plan Area

Attachment B: Map of proposed Belmont Village Zoning Districts

Does the project area fall within or serve a Community of Concern (CoC) as defined by the MTC Lifeline Program?

- ☐ Yes
☒ No

See http://www.mtc.ca.gov/planning/snapshot/0_COC_Reference_Map_11_17.pdf.

Type of Planning Activity (check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Specific Plan | <input type="checkbox"/> Program-Level Environmental Impact Report (EIR) |
| <input type="checkbox"/> Precise Plan | <input checked="" type="checkbox"/> Other (describe in narrative) |
| <input type="checkbox"/> Zoning Amendment | |
| <input type="checkbox"/> Form-Based Code | |

Note:

- Specific and station area plans should be consistent with the attached PDA Planning Program Guidelines from MTC.

Project Narrative

Describe the impacts of project and explain how they are aligned with the goals of the C/CAG PDA Planning Program.

The City of Belmont is requesting funding from the C/CAG PDA Planning Program for preparation of the Belmont Village Implementation Plan (“Implementation Plan”). The Implementation Plan area (“Plan Area”) would include all of the approximately 80 acres that comprise the Belmont Village Priority Development Area (“PDA”), and would also reside within the boundaries of the C/CAG El Camino Real Corridor PDA.

The Plan Area is strategically located adjacent to the Belmont Caltrain station, at the intersection of El Camino Real and Ralston Avenue. Amenities in and around the Plan Area include SamTrans local and regional bus routes (260, 262, 397, and ECR); the Belmont Civic Center; Twin Pines Park; Village Center shopping; Notre Dame de Namur University (NDNU); US 101 and 280; and the new pedestrian/bicycle bridge that links downtown Belmont to the San Francisco Bay Trail, Belmont Sports Complex, and major employers like Oracle, Volkswagen of America, and SunEdison.

Belmont has launched several planning initiatives that create a vision for downtown and plan for growth within the PDA:

- The city’s *Vision Statement*, adopted in 2003, established the importance of creating a town center

Attachment A – RFQ – Belmont Village Specific Plan & EIR

that provides community gathering places as well alternative transportation opportunities for residents.

- An *Economic Development Target Site Strategy*, funded largely by the former Belmont Redevelopment Agency, focused planning and financial resources on several opportunity sites within the Plan Area.
- The new *Belmont Village General Plan Element* (“BVE”) and *Belmont Village Zoning* (“BVZ”) development standards (both drafted) will aim to attract high-quality, mixed-use development with affordable housing in the downtown. The Belmont Village land use policies and regulations include form-based regulations, higher floor area ratios and a greater mix of uses than in the current zoning.
- Belmont was selected as one of four case study cities to participate in the Grand Boulevard Initiatives’ *Economic and Housing Opportunities Assessment, Phase II* (“ECHO II”), which analyzed common challenges facing communities planning for infill development and revitalization along the El Camino Real corridor, but also looked at common strategies for overcoming those challenges. Belmont’s case study findings and recommendations provide the context and framework for development of the Belmont Village Implementation Plan.

Implementation Plan Goal: Provision of housing near transit stations, downtowns, and transit corridors

Like many other communities on the San Francisco Peninsula, Belmont benefits from proximity to Silicon Valley jobs. The City is primarily a residential community, providing an appealing home base for professionals and families seeking safe neighborhoods, natural surroundings and a small town character. In general, demand for housing is strong in Belmont and throughout the region. Belmont demographics suggest there is demand for compact housing in proximity to retail and transit from households including young professionals, downsizing Baby Boomers, and singles.

The draft BVE and BVZ policy documents encourage a variety of housing types within the Plan Area: mid-rise, low-rise, townhomes, and small-lot single-family residences off the main corridor with newer, higher-density development along the El Camino Real. The new regulations will allow densities up to 45 dwelling units per acre, consistent with the 25-60 units per acre described in the Metropolitan Transportation Commission’s (MTC) *Station Area Planning Manual* for a “mixed-use neighborhood” place type.

The City of Belmont, in its capacity as the Housing Successor to the former Belmont Redevelopment Agency, owns ten properties within the Plan Area and is uniquely positioned to leverage those properties towards development of new affordable housing units, consistent with the goals of the C/CAG Planning Program. An Implementation Plan would go beyond a traditional land use plan and would identify specific opportunity sites within the Plan Area that are most appropriate for both affordable and market-rate housing units adjacent to regional transportation systems.

Addressing challenges to achieving infill development and higher densities

The Plan Area is constrained by several common challenges faced by other communities along the peninsula; physical – such as irregular parcel sizes/fragmented parcel ownership; financial – dependency on a retail tax base and aging infrastructure; and regulatory – lack of specific goals for sub-regions within

Attachment A – RFQ – Belmont Village Specific Plan & EIR

the Plan Area, and misalignment of policies with current market and development trends. The BVE will provide property owners and developers with a more defined vision of Downtown Belmont as vibrant town center, and the BVZ will allow for a greater mix of uses and increased building densities. However, the Implementation Plan would go beyond traditional land use planning by establishing a set of action-oriented strategies to guide capital improvements, determine feasible building prototypes, and establish financing strategies that will help overcome existing challenges and facilitate transformation of the Plan Area into a walkable residential and commercial activity node adjacent to the Belmont Caltrain station.

Streamline the entitlement process to help PDAs become more development ready

The lack of a clear implementation path for achieving the vision and specific goals for the Plan Area creates an atmosphere of uncertainty for both the development community as well as Belmont policy makers. This uncertainty has created a history of over-regulation and an entitlement process that is unclear and in some circumstances prohibitive to revitalization. The BVE and BVZ documents define the City's vision for Downtown Belmont and provide the regulatory framework and tools necessary to allow for that vision. However, the Implementation Plan will develop more specific, highly differentiated building prototypes and streetscape guidelines for different parts of the Plan Area, directing both public and private investments. This improved clarity and vision for downtown Belmont, as well as site specific implementation strategies, will work in tandem to streamline the entitlement review process and facilitate development within the Belmont Village PDA.

Attachment A – RFQ – Belmont Village Specific Plan & EIR

Describe the project approach, scope of work, expected deliverables, estimated budget, and timeline. Include attachments as necessary.

The Belmont Village Implementation Plan (“Implementation Plan”) will help the City of Belmont to build off of its strong policy framework by establishing proactive implementation strategies that reflect existing opportunities and constraints and will catalyze investment. Building on the Belmont Village General Plan Element (“BVE”), which articulates the City’s vision for the downtown, and the Belmont Village Zoning (“BVZ”), which regulates private development through a series of sub-districts, the primary goals of the Implementation Plan will be to:

- 1) Develop specific revitalization goals for Downtown Belmont sub-districts (E.g. pedestrian retail core, transitional area, supporting residential neighborhood)
- 2) Establish a set of prioritized and action-oriented strategies to guide the implementation process with key capital improvements and short term investment opportunities.
- 3) Determine a range of building prototypes that are financially feasible and will achieve the community’s vision.
- 4) Create a suite of incentives that extend the BVZ to help catalyze investment throughout downtown and support public-private collaboration on key opportunity sites; Identify ways to provide additional flexibility in the entitlement process to assist developers that agree to make meaningful contributions to the downtown vision.
- 5) Establish Area-wide parking, streetscape, and public space financing strategies.

In addition to the broad goals listed above, there are several key questions that the Plan should address:

- Which opportunity sites within the Plan Area are the most appropriate for new market-rate and affordable housing?
- Given the auto-oriented shopping center format of the existing downtown retail core as a starting point, what configuration of buildings, streets, public spaces, parking facilities, and traffic circulation strategies would facilitate the transformation of this area into a walkable activity node?
- What parking management strategies should the City pursue to encourage the consolidation and reconfiguration of the Plan Area’s numerous privately-owned surface parking lots?

Because of the City’s aim to transform an area consisting of auto-oriented development and fragmented parcel ownership in to a coordinated, pedestrian-friendly shopping, dining, and entertainment destination, the Implementation Plan will need to take a more fine-grained, action-oriented approach than a conventional land use plan. The Implementation Plan will facilitate revitalization by going beyond the land use and development regulations in the BVZ and providing alternatives analysis and implementation strategies that consider the specific ownership patterns and opportunity sites within the Plan Area.

Scope of Work and Deliverables

Below is a description of the elements that will be included in the Implementation Plan scope of work. These elements will enable Belmont to address the goals and questions outlined above, while also fulfilling requirements established by MTC for PDA planning. Some elements will be able to leverage

Attachment A – RFQ – Belmont Village Specific Plan & EIR

work from recent studies conducted within the past few years.

Overall, the Implementation Plan will draw on the below analyses to define a series of financeable, incremental steps to implement the City’s goals by coordinating public and private investment. The Implementation Plan will establish priorities and phasing for desired improvements, concentrating the City’s initial efforts on activities that offer high potential for near-term change based on existing conditions and market forces.

Existing Conditions Profile. This task will establish the existing conditions that serve as the foundation for a housing strategy, parking and circulation strategies, alternatives analysis and implementation strategies created as part of the planning effort. Building on the existing conditions and demographic analysis conducted as part of the Economic and Housing Opportunities Assessment Phase II (“ECHO II”) Belmont Case Study, this report will highlight salient demographic characteristics of Plan Area residents and workers, describe existing land uses and travel patterns, map property ownership patterns, and identify existing challenges and opportunities.

Deliverable: Existing Conditions Profile

Community Engagement Strategy. This task will outline the plan for engaging with stakeholders and community members throughout the Implementation Plan process. This strategy will enable the City of Belmont to engage meaningfully with residents, neighborhood groups, business owners, property owners, developers and other constituents, with special attention on under-served populations living in or near the Plan Area, such as low-income households and seniors. (The City of Belmont has a slightly higher share of residents over the age of 65 than San Mateo County as a whole, and is home to a number of senior living communities, including two—Nazareth Vista Senior Community and Silverado Senior Living—located within a short distance of the Plan Area.)

Desired components of the community engagement strategy include:

- Focus groups and interviews with property owners, business owners and developers
- Public meetings and community engagement workshops
- Study sessions with City Council and Planning Commission

The community engagement process is central to the Plan’s goal of identifying strategies for attracting investment that both satisfies the community’s vision and is financially feasible. The Belmont community has consistently expressed a desire for new investment in the downtown, but also places a high value on preserving Belmont’s small town character. Workshops can help community members to visualize what different building types would look like and how development standards can be used to ensure building quality.

Deliverable: Community engagement plan

Alternatives Analysis. This task will develop several different Downtown configuration alternatives that are consistent with the BVE vision and that use the BVZ as a baseline for the mix of uses and densities. The alternatives will integrate the land use mix and building type feasibility findings from the market analysis, the potential street configurations from the multi-modal access and connectivity analysis, and the parking facilities requirements from the parking analysis. The relative feasibility of each alternative

Attachment A – RFQ – Belmont Village Specific Plan & EIR

will be analyzed to identify associated financing strategies and funding mechanisms, a likely implementation timeframe, and potential public-private partnership and investment opportunities.

Deliverable: Alternatives analysis report with supporting graphics

Market Demand Analysis and Development Feasibility Analysis. This element will update the market analysis conducted as part of the Economic and Housing Opportunities Assessment, Phase II (“ECHO II”) Belmont Case Study, which analyzed demand for residential, retail and office space in the Plan Area. One of the key outcomes of this analysis was to highlight the potential development opportunities associated with the strong residential market in Belmont. The updated market analysis will ensure that the Implementation Plan process is framed within existing market and investment realities, and that resulting policies are aligned with market conditions. In addition to the market analysis, the Implementation Plan will include a building prototype and development feasibility analysis to identify the most feasible product types and provide insight on appropriate density standards and other zoning regulations in the Plan Area.

Deliverable: Market analysis and development feasibility memo

Affordable Housing Strategy. The City of Belmont has identified the Plan Area as a key location for infill residential development. An Affordable Housing and Anti-Displacement Strategy will address the need for a range of household types and income levels within the Plan Area, updating and refining analysis from the City’s 2007-2014 Housing Element. The specific tasks associated with this strategy include: identification of housing opportunity sites, quantification of affordable housing need, assessment of the viability of affordable housing in the Plan Area and identification of potential funding sources. This element will also consider the potential for low-income population displacement, although this is expected to be limited given the low number of households currently located in the Plan Area.

Deliverable: Affordable housing strategy memo

Multi-modal Access and Connectivity. The Plan Area is already an important transportation hub, with a Caltrain Station and excellent bus service along El Camino Real. The high traffic at the intersection of El Camino and Ralston Avenue makes it a critical location for balancing the need of private vehicles, public transit, cyclists and pedestrians. The Implementation Plan will build on the work of the 2013 Ralston Ave Corridor Study to look at multi-modal access and connectivity throughout the Plan Area. In particular, the Plan should identify ways to improve bicycle and pedestrian connectivity between transit stations, the downtown activity node, and surrounding housing. Another major objective will be to determine potential reconfigurations of downtown streets and parking to create a pedestrian- and bike-friendly retail core.

Deliverable: Multi-modal access and connectivity plan, including street configuration plan and streetscape design standards.

Pedestrian-Friendly Design Standards. Related to the goals of multi-modal access and connectivity described above, the Implementation Plan will include a streetscape plan with specific configurations of

Attachment A – RFQ – Belmont Village Specific Plan & EIR

sidewalks, landscaping, lighting, amenities, and street crossings that support pedestrian safety and encourage pedestrian activity throughout the Plan Area. The streetscape plan will align with the specific objectives, land uses, and desired physical characteristics of each sub-district as established in the BVE and BVZ.

Deliverable: Included in multi-modal access and connectivity plan

Parking Analysis. Parking management is a critical factor for freeing up underutilized sites, accommodating higher density development and shifting to a less auto-dominated urban form in the Plan Area. Building on the findings of the ECHO II Belmont Case Study existing conditions analysis, the Parking Analysis will include a parking inventory and parking utilization study. These will guide the development of strategies to consolidate parking, possibly through the creation of a downtown parking district. It will also inform decisions about the best location for parking facilities to support a park-once-and-walk Downtown.

Deliverable: Parking management memo

Infrastructure Development Analysis. This task will analyze the impacts of increased development anticipated under the Implementation Plan on existing water, sanitary, and stormwater infrastructure, and identify general improvements that may be needed to support new development. This analysis will build on the findings of recently completed city-wide infrastructure studies, including the Sanitary Sewer System Capacity Analysis, Sanitary Sewer Capital Improvement Master Plan, and the Storm Sewer Master Plan. There are known issues with stormwater drainage adjacent to the Firehouse Square site at the southern end of the Plan Area; infrastructure improvements are likely to be needed in this location.

Deliverable: Infrastructure analysis memo

Financing Plan. The Implementation Plan will include cost estimates for public improvements and evaluate potential funding sources and financing tools for the construction of these improvements. The plan will explore the best ways to make use of City-owned properties in the Plan Area, and will evaluate the ability of new development/property owners to pay for infrastructure costs based on the findings of previous tasks. The list of funding sources will also include federal, state, and regional grant funds to help pay for specific improvements.

Deliverable: Implementation Plan with Financing Strategy

Environmental Review: The City of Belmont is in the process of preparing a program level Environmental Impact Report (“EIR”) for the BVE and BVZ documents that will allow future development within the Plan Area to “tier off” this environmental analysis, resulting in greater entitlement streamlining and efficiencies. Environmental review of the Implementation Plan will also be able to tier off the Belmont Village EIR, requiring either an EIR addendum or supplement that would only look at potential impacts of the Implementation Plan that do not fit into the impacts that were analyzed as part of the Belmont Village EIR.

Estimated Budget

Attachment A – RFQ – Belmont Village Specific Plan & EIR

Major Tasks	Estimated Budget
Land use, urban design, community process and plan preparation	\$280,000
Market analysis and implementation plan	\$90,000
Transportation analysis and alternatives	\$100,000
Infrastructure analysis	\$30,000
Environmental review	\$50,000
Total Project	\$550,000

Estimated Timeline	
Major Tasks	Length of Time
Existing Conditions Analysis	3 months
Alternatives Development and Analysis	6 months
Preparation of Draft Implementation Plan	6 months
Public Review and Adoption	3 months
Environmental Review	3 months
Total Project	21 months

Have any other plans (targeted planning efforts, including specific plans, precise plans, area plans, concept plans, etc.) been developed within the last 10 years that cover the project area?

- ☒ Yes – Please attach list of individual planning efforts and date completed.
☐ No

If yes, please explain the reason for updating existing plans and how previous plans were implemented.

The City of Belmont has taken several approaches to redeveloping its downtown over the past decade. It is interesting to note that even as conditions have changed and the City has tried different approaches to revitalizing the downtown, many of the elements of the community's basic vision for its downtown have remained consistent over the years.

Vision Statement and Economic Development Strategy (2003)

The City's Vision Statement, adopted in 2003, articulates the importance of a town center that provides community gathering places as well as local shops and restaurants. The same year, the City developed an Economic Development Strategy that identified the Ralston/El Camino Real/Old County Road intersection as an opportunity area and sets a goal to develop this location as a "vibrant and active downtown" with pedestrian friendly streets and a more attractive environment for shopping, dining and strolling. In addition to retail, the economic development strategy recommends higher-density mixed-use projects along Ralston Avenue and El Camino Real, with retail, office and residential uses. Development of an Implementation Plan will refine the City-wide Vision Statement into specific and differentiated goals for the sub-areas within the

Belmont Village PDA.

Economic Development Target Site Strategy (2007)

Since 2007, the City’s Economic Development activities in the downtown area have focused on several target development sites—Firehouse Square, Emmett’s Plaza and Belmont Station and Hill Street. Prior to its dissolution, the Belmont Redevelopment Agency was actively involved in acquiring land, assembling properties and meeting with potential developers regarding these sites. Affordable housing properties acquired by the Redevelopment Agency in Firehouse Square, Emmett’s Plaza and Hill Street are now owned by the City of Belmont as the Housing Successor Agency. Development of an affordable housing strategy as part of the Implementation Plan will guide the City’s ability to facilitate development of new affordable housing projects using these properties.

Belmont Village Documents (In progress)

To aid its efforts to attract high-quality, mixed-use development in the downtown, the City of Belmont has drafted a new Belmont Village Element of the General Plan (“BVE”) and established Belmont Village Zoning (“BVZ”) development standards. The stated goal for the general plan and zoning policies is to “facilitate sustainable development of a vibrant downtown, while ensuring that the Village maintains and strengthens its unique character, historic roots and human scale.” The regulations for the Belmont Village zoning district will replace the City’s 1990 Downtown Specific Plan. The draft BVZ contains form-based regulations that create standards for building bulk, articulation, length and other aspects of built form. The regulations also allow higher floor area ratios and a greater mix of uses than in the current zoning. An Implementation Plan would capitalize on the land use and urban design analysis from the BVE and BVZ documents to establish Area-wide parking, streetscape, and successful project financing strategies, guiding both public and private investments within the PDA.

Ralston Avenue Traffic Study (2013)

The Belmont Department of Public Works began a traffic study of the Ralston Avenue Corridor in 2012. The goal of the study is to develop recommendations to improve multi-modal operations along Ralston Avenue, with particular attention to the needs of pedestrians and cyclists, including both operational and capital improvements. Completion of the Caltrain grade separation for Ralston Avenue and Harbor Boulevard in 2001 resulted in distinct changes in the downtown traffic patterns. While the City has no statistical data to quantify traffic volumes before and after the project, public perception is that any savings in trip time has been completely erased by increased traffic and congestion. The City is working on completing draft design alternatives and developing a budget for priority improvements. The Implementation Plan will build on the analysis from the 2013 Ralston Ave Corridor Study to look at multi-modal

Attachment A – RFQ – Belmont Village Specific Plan & EIR

access and connectivity throughout the Plan Area.

Economic and Housing Opportunities Assessment, Phase II (“ECHO II”) (2013)

In 2011, the City of Belmont was selected as one of four case study cities to participate in the ECHO II project offered through the Grand Boulevard Initiative. ECHO II specifically focused on the various implementation challenges facing communities wanting to encourage infill development along the El Camino Real Corridor. In May 2013, a memorandum was prepared by the case study technical consultants summarizing the findings and recommendations of the Belmont case study. One of the key recommendations to emerge from this case study was the suggestion that downtown Belmont could benefit from a higher-level planning effort focused on issues and implementation strategies that are outside the scope of the General Plan and Zoning Ordinance. The findings of the ECHO II case study are the catalyst for preparation of the Belmont Village Implementation Plan.

Regional Planning Efforts

In addition to the ECHO II case study, the City of Belmont has participated in several prior regional planning efforts that have focused attention on Belmont’s downtown. In 2003, the City worked with Project for Public Spaces on a plan for the Belmont Caltrain Station Area as part of the Peninsula Corridor Plan, a countywide effort led by the San Mateo County Economic Development Association (SAMCEDA), the County of San Mateo and SamTrans. In 2006, the City participated in Transforming El Camino Real, an early effort of the Grand Boulevard Initiative that recommended capital improvements such as pedestrian crossings and streetscape features on El Camino Real in the vicinity of Belmont’s downtown and transit station. All of these past efforts provide framework for development of a successful Implementation Plan.

Project Cost

Requested PDA Planning Funds:	\$440,000
Local Match: (Minimum 11.47%)	\$110,000
Other Project Funds:	
Total Project Funds:	\$550,000
Source of Other Project Funds:	

Section 3: Existing Policies and Community Support

Existing Policies

Describe how the jurisdiction in which the project is located has demonstrated a commitment to provide

Attachment A – RFQ – Belmont Village Specific Plan & EIR

an increase in housing and transportation choices through existing policies (i.e. innovative parking policies, pedestrian-oriented design standards, transportation demand management strategies, affordable housing policies/ordinances, general or specific plan policies, etc.).

Affordable Housing Nexus Study

In an effort to create a new tool for provision of affordable housing units, the City of Belmont has elected to participate in the San Mateo County-wide affordable housing nexus study. Once completed (2014), the City of Belmont will prepare and adopt development impact fees and an inclusionary housing ordinance, both of which will enable the Belmont Housing Successor to play a role in production of affordable housing units.

General Plan Housing Element 2007-2014

The draft Belmont Village Element (“BVE”) and Zoning regulations (“BVZ”) aim to increase market rate and affordable housing production by implementing the following goals of the Housing Element 2007-2014:

Housing Element Goal 2: Facilitate the development of a variety of housing types at appropriate locations. The BVE and BVZ aim to implement this goal by encouraging a broad range of housing opportunities and increased densities (up to 45 du/acre) within the Plan Area. The increased density provides a mechanism to construct affordable and market rate housing as identified in the Housing Element in absence of redevelopment assistance and authority. The density provides the critical mass in the Plan Area needed to support a thriving town center - within walking distance to goods, services and transit – and assist in achieving Belmont’s housing production goals and enhanced employment opportunities.

Housing Element Goal 4: Where appropriate, mitigate unnecessary governmental constraints to the maintenance, improvement and development of housing. The BVE and BVZ implement this goal by streamlining the conditional use permit process, clarifying development standards, revising parking standards for the downtown, and eliminating former Downtown Specific Plan architectural style requirements. Streamlined entitlement review will facilitate transformation of the Belmont Village PDA into a vibrant commercial and residential activity center.

Support and Commitment to Implementation

Does this project have local community involvement in the planning process leading to the project and local support and/or council approval? ☒ Yes – Attach any supporting documentation (e.g. letters of support) ☐ No

If yes, please describe the community involvement and/or evidence of local support.

Community Outreach. As detailed in the project scope of work, the Belmont Village Implementation

Attachment A – RFQ – Belmont Village Specific Plan & EIR

Plan includes development of a community engagement strategy. This strategy will enable the City of Belmont to engage meaningfully with residents, neighborhood groups, business owners, property owners, developers and other constituents, with special attention on under-served populations living in or near the Plan Area, such as low-income households and seniors. The City also has a history of coordinating community outreach with the active neighborhood associations that reside within or adjacent to the Plan Area.

Local Support. On January 28, 2013 the Belmont City Council adopted Resolution No. 2014-013 (Attachment C) authorizing the filing of an application to the C/CAG Priority Development Area Planning Program for preparation of a Belmont Village Implementation Plan. Economic Development and long range planning efforts aimed at revitalizing Downtown Belmont are included on the list of City wide priorities.

Community Support. Also attached you will find letters of support from the following organizations that work with the City of Belmont to achieve the C/CAG PDA Planning Program goals.

Attachment D: Letter of Support from Mark Moulton (Housing Leadership Council)

Attachment E: Letter of Support from Laura Peterhans (HEART, Peninsula Interfaith Action)

Attachment F: Letter of Support from Kate Comfort Harr (“HIP” HOUSING)

Attachment G: Letter of Support from Michele Beasley (Greenbelt Alliance)

Attachment H: Letter of Support from Corrine Goodrich (SamTrans, Grand Boulevard Initiative)

Describe the proposed approach and timeframe for plan implementation or project implementation once planning and/or studies have been completed.

Implementation Strategies. The Implementation Plan scope of work has been structured and designed to provide a clear road map for Belmont that will prioritize City action actions and capital investments within the Plan Area. Affordable Housing and Economic Development have both been identified as City Council priorities and require regular updates to the City Council at a public meeting. Part of the Council Priority process requires development of action plans for implementation of the City-wide goals. The City intends to use the findings and recommendations of the various Implementation Plan components to develop a priority action plan that will begin transformation of Plan Area.

Attachment B – RFQ – Belmont Village Specific Plan & EIR**EXHIBIT 10-01 CONSULTANT PROPOSAL DBE COMMITMENT**

(Inclusive of all DBEs listed at bid proposal. Refer to instructions on the reverse side of this form)

Consultant to Complete this Section			
1. Local Agency Name: _____			
2. Project Location: _____			
3. Project Description: _____			
4. Consultant Name: _____			
5. Contract DBE Goal %: _____			
DBE Commitment Information			
6. Description of Services to be Provided	7. DBE Firm Contact Information	8. DBE Cert. Number	9. DBE %
Local Agency to Complete this Section		10. Total % Claimed	_____ %
16. Local Agency Contract Number: _____			
17. Federal-aid Project Number: _____			
18. Proposed Contract Execution Date: _____			
Local Agency certifies that all DBE certifications are valid and the information on this form is complete and accurate:		11. Preparer's Signature _____	
19. Local Agency Representative Name (Print) _____		12. Preparer's Name (Print) _____	
20. Local Agency Representative Signature _____		13. Preparer's Title _____	
21. Date _____		14. Date _____	
22. Local Agency Representative Title _____		15. (Area Code) Tel. No. _____	
23. (Area Code) Tel. No. _____			

Distribution: (1) Original – Consultant submits to local agency with proposal
(2) Copy – Local Agency files

INSTRUCTIONS - CONSULTANT PROPOSAL DBE COMMITMENT

Consultant Section

The Consultant shall:

1. **Local Agency Name** – Enter the name of the local or regional agency that is funding the contract.
2. **Project Location** - Enter the project location as it appears on the project advertisement.
3. **Project Description** - Enter the project description as it appears on the project advertisement (Bridge Rehab, Seismic Rehab, Overlay, Widening, etc.).
4. **Consultant Name** - Enter the consultant's firm name.
5. **Contract DBE Goal %** - Enter the contract DBE goal percentage, as it was reported on the Exhibit 10-I *Notice to Proposers DBE Information* form. See LAPM Chapter 10.
6. **Description of Services to be Provided** - Enter item of work description of services to be provided. Indicate all work to be performed by DBEs including work performed by the prime consultant's own forces, if the prime is a DBE. If 100% of the item is not to be performed or furnished by the DBE, describe the exact portion to be performed or furnished by the DBE. See LAPM Chapter 9 to determine how to count the participation of DBE firms.
7. **DBE Firm Contact Information** - Enter the name and telephone number of all DBE subcontracted consultants. Also, enter the prime consultant's name and telephone number, if the prime is a DBE.
8. **DBE Cert. Number** - Enter the DBEs Certification Identification Number. All DBEs must be certified on the date bids are opened. (DBE subcontracted consultants should notify the prime consultant in writing with the date of the decertification if their status should change during the course of the contract.)
9. **DBE %** - Percent participation of work to be performed or service provided by a DBE. Include the prime consultant if the prime is a DBE. See LAPM Chapter 9 for how to count full/partial participation.
10. **Total % Claimed** – Enter the total DBE participation claimed. If the Total % Claimed is less than item "6. Contract DBE Goal", an adequately documented Good Faith Effort (GFE) is required (see Exhibit 15-H *DBE Information - Good Faith Efforts* of the LAPM).
11. **Preparer's Signature** – The person completing this section of the form for the consultant's firm must sign their name.
12. **Preparer's Name (Print)** – Clearly enter the name of the person signing this section of the form for the consultant.
13. **Preparer's Title** - Enter the position/title of the person signing this section of the form for the consultant.
14. **Date** - Enter the date this section of the form is signed by the preparer.
15. **(Area Code) Tel. No.** - Enter the area code and telephone number of the person signing this section of the form for the consultant.

Local Agency Section:

The Local Agency representative shall:

16. **Local Agency Contract Number** - Enter the Local Agency Contract Number.
17. **Federal-Aid Project Number** - Enter the Federal-Aid Project Number.
18. **Contract Execution Date** - Enter date the contract was executed and Notice to Proceed issued. See LAPM Chapter 10, page 23.
19. **Local Agency Representative Name (Print)** - Clearly enter the name of the person completing this section.
20. **Local Agency Representative Signature** - The person completing this section of the form for the Local Agency must sign their name to certify that the information in this and the Consultant Section of this form is complete and accurate.
21. **Date** - Enter the date the Local Agency Representative signs the form.
22. **Local Agency Representative Title** - Enter the position/title of the person signing this section of the form.
23. **(Area Code) Tel. No.** - Enter the area code and telephone number of the Local Agency representative signing this section of the form.